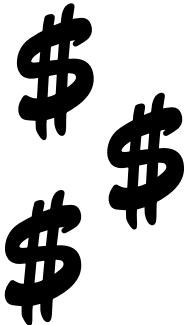


2006 MONEY FOR MEMBERSHIP

Recruiting and Retention Membership Campaign for CAP Squadrons



I June through 30 September

SQUADRON COMMANDERS

Win the prize your entire unit can use — CASH!



We all know that CAP membership grows through both recruiting AND retention. With the Money for Membership Campaign, prizes will be awarded for results from both. The squadron with the highest overall percentage increase in membership (must be 15% or higher) is eligible to win. And any type membership counts! Bring back expired members, recruit new cadets or senior members, sign up parent sponsors, and patron members.

Cash prizes of \$800 will be awarded to the squadron with the largest percentage increase in the region. Eight regions and eight winners. The top squadron nationwide will win an additional national cash prize of \$1,000.

Sound easy? Well, it is if you start by planning an effective R&R campaign and involve all your members. To be eligible, squadrons taking part in the "Money for Membership" Campaign will submit an R&R Plan to Membership Development at CAP NHQ (membershipdevelopment@cap.gov) by June 30. Also, a winning squadron must have at least a 15% increase in membership (measured by the number June 1 as compared to Sep 30.)

The R&R Plan (1 page) should describe your goal, what strategies you will employ and how all members will take part. Details on the campaign rules, tips, ideas for strategies and more will be posted on the web under "Members" then "Member Services" then "Recruiting Campaign." For questions concerning the campaign, please email membershipdevelopment@cap.gov or call Marie Neese at 334-953-5412.